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| Journal Name: | [**European Journal of Nutrition & Food Safety**](https://journalejnfs.com/index.php/EJNFS) |
| Manuscript Number: | **Ms\_EJNFS\_137897** |
| Title of the Manuscript: | **To Analyse the Current Market Dynamics for Ice Cream in Rajkot City** |
| Type of the Article | **Qualitative analysis** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | **This research paper analyzes the level of market penetratio of Amul ice cream and how strategic interventions like usage of freezers, retailer’s engagement helps to increase the sales in Rajkot. The strategies mentioned in this article are not just limited to Rajkot and these can be applied to the market as a whole. The schematic analysis of purchasing trends and effectiveness of interventions are extremely important for a product to survive and pitch in sales in the market. This article helps to serve the purpose.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Perfectly suited.** |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | **Yes, it is comprehensive.** |  |
| Is the manuscript scientifically, correct? Please write here. | Yes, this article is scientifically correct. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes, sufficient and appropriate references were provided. |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes, the language is professional and perfect. |  |
| Optional/General comments | **Good article.** |  |

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| **PART 2:** | | |
|  | Reviewer’s comment | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in detail)* |  |

**Reviewer details:**

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